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Critically discuss the links between strategic marketing management and the change environment with particular reference to Levitt's (1960) seminal article "Marketing Myopia". In the marketing context, change brought about by economic recession, disruptive technologies usage and privation can all affect the stability of market environment (Sirmon, Hitt and Ireland, 2007).

Example Answers for Marketing Management Exam Paper

(b) Suggest marketing strategies for the newly introduced 'robot cleaner', based on the product life cycle concept. (Consider only the first two stages of the product life cycle.) (12 marks) (Consider only the first two stages of the product life cycle.) (12 marks)

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